

**Amendments to the Specification:**

Please replace paragraph [0010] with the following amended paragraph:

[0010] The problem that remains is that of providing personalized views of the broadcast data. Prior inventions use databases and interactive computers to process received data. Various methods of input by the user to the receiver have been disclosed. U.S. Pat. No. 5,406,626, ~~No. 5,406,626~~, No. 5,590,195 and No. 5,751,806 disclose a system where the user uses voice commands and push buttons to navigate through menus. Internet RadiOH of Infodia Co., Ltd. of Korea uses pen-based input. After some interaction with the user interface, the desired result is finally displayed or announced.

Please replace paragraph [0020] with the following amended paragraph:

[0020] A system for presenting personalized content comprises a mobile receiver [[unit]], a removable storage device and the necessary hardware and software for managing this device. The system personalizes broadcast content received by the receiver in accordance with parameters stored on the removable storage device. The system optionally displays, announces and stores the personalized content.

Please replace paragraph [0023] with the following amended paragraph:

[0023] The receiver can be integrated with [[a]] an automobile stereo especially in the case where radio subcarrier broadcast technology is used, or manufactured as a standalone unit.

Please replace paragraph [0024] with the following amended paragraph:

[0024] **FIG. 1** shows a block diagram of one embodiment of the mobile receiver [[unit]] in accordance with the present invention, in conjunction with the removable storage device that stores personalization parameters and the hardware that manages this device.

Please replace paragraph [0025] with the following amended paragraph:

[0025] 10 Mobile receiver [[unit]]

Please replace paragraph [0027] with the following amended paragraph:

[0027] 22 Demodulator (Broadcast Tuner)

Please replace paragraph [0044] with the following amended paragraph:

[0044] **FIG. 1** shows a system in accordance with one embodiment of the present invention. It consists of mobile receiver [[unit]] 10, removable storage device 80 and interactive computer 70. Interactive computer 70 writes personalization and system parameters, and system programs 82 to removable storage device 80. Interactive computer 70 optionally synchronizes these parameters with, and downloads updated software from online personalized content service 60 through Internet connection 62.

Please replace paragraph [0045] with the following amended paragraph:

[0045] Referring to mobile receiver [[unit]] **10** in **FIG. 1**, antenna **20** provides a broadcast signal to demodulator **22**, which converts this broadcast signal to digital data **24**, which is processed by embedded computer **26**. In the case where radio or television broadcast is used, demodulator **22** may be combined with a common analog tuner.

Please replace paragraph [0048] with the following amended paragraph:

[0048] Device **80** contains system and personalization parameters **82**. The personalization parameters chosen by the user typically specify the user's stock portfolio, the user's favorite sports [[,]] teams etc. Additional parameters may be chosen by the content provider's software to personalize advertising content. Embedded computer **26** uses these personalization parameters to filter digital data **24** and produce personalized content **28**. Embedded computer **26** discards immediately any content that does not fit the personalization parameters.

Please replace paragraph [0050] with the following amended paragraph:

[0050] In one embodiment, embedded computer **26**, upon attachment of device **80**, configures itself and other components of receiver **10** with system programs and system parameters **82** stored on device **80**. One system parameter controls whether personalization stays in effect when the user detaches device **80** from mobile receiver [[unit]] **10**. A second parameter selects the preferred voice that voice synthesizer **48**

generates. Other parameters control various functions of voice synthesizer **48** and video display **34**. One category of system programs consists of parser programs specific to the content providers. By loading these programs from device **80** and executing them, embedded computer **26** is able to interpret different data formats, thus allowing receiver **10** to be used with more than one content provider.

Please replace paragraph [0053] with the following amended paragraph:

[0053] Audio output is essential in mobile devices. Voice synthesizer **48** produces analog audio signals **46** from digital personalized content **28**. Analog audio signals **46** are provided to audio power amplifier **40**, which drives loudspeakers or earphones **36** to which the user listens. In the case of loudspeakers, the user can turn on and off the audio output by using switch **50**. Volume and other audio controls are part of standard audio equipment; they are not shown in **FIG. 1**. In one embodiment where receiver **10** is integrated with a personal stereo or an automobile stereo that facilitates other audio inputs **90**, audio power amplifier **40** and loudspeakers **36** are shared between the stereo and voice synthesizer **48**. Hence in this integrated embodiment, switch **50** is provided to the user for selecting the desired audio input.

Please replace paragraph [0055] with the following amended paragraph:

[0055] In one embodiment, device **80** contains multiple profiles, i.e. sets of parameters and programs. For example, the user may store two distinct investment portfolios for use with one content provider and a third portfolio for use with another content provider.

One system parameter specifies the default profile to be used with each content provider.

Embedded computer **26** personalizes content using the default profile of each content provider whenever data from that content provider is received. Using a selector on mobile receiver [[unit]] **10**, the user can override the profile chosen by embedded computer **26**.

Please replace paragraph [0056] with the following amended paragraph:

[0056] In the preferred embodiment, where removable storage device **80** contains only one profile, the user switches profiles by replacing device **80** with another. The trade off is between carrying extra compact flash cards and having an extra switch on mobile receiver [[unit]] **10**.

Please replace paragraph [0062] with the following amended paragraph:

[0062] The behavior of embedded computer **26** can be specified as three processes: a configuration process, a personalization process and an output process. The configuration process sets up receiver **10** according to the system parameters and initializes the data structure for storing personalized data. The configuration process may also update the system firmware and the programs that implement any of these three processes, including itself. The personalization service process filters and performs custom processing on digital data **24** according to the personalization parameters and programs **82** stored on device **80**. The output process traverses the personalization data

structure and delivers units of personalized content to video display **34** and voice synthesizer **48**.

Please replace the abstract with the one on the next page: